

PHILIP MORRIS U.S.A.
1986 MARLBORO SPECIAL UNIT FINAL COST

RECOMMENDED MAGAZINE LIST
REVISION VI

Fall 1986 Country Store (8 consecutive pages - 4 spreads off the second cover)

PUBLICATIONS	ISSUE DATE	RATE BASE CIRC. (000)	INDEXED RETURNS 1982	ESTIMATED UNIT TOTAL COST	LESS COST OF 2 SCHEDULED PAGES	REVISED O-O-P COST	CPM
Time	9/22	4,600	123	\$ 745,598	\$ 214,980	\$ 530,618	\$115.35
Newsweek	9/22	3,050	46	463,947		463,947	152.11
U.S. News	9/29	2,050	108	297,448	87,484	209,964	102.42
Sports Illus.	9/15	2,800	92	472,492	135,774	336,718	120.26
People	9/15	2,850	192	407,705	118,519	289,186	101.47
Playboy ⁴	Oct.	4,100	138	401,280	101,770	299,510	73.05
Penthouse ¹	Oct.	3,400	85	258,020	66,650	191,370	56.29
Field & Stream ¹	Oct.	2,000	100	283,301	73,632	209,669	104.84
Outdoor Life ²	Oct.	1,500	123	181,281	44,798	136,483	90.99
Sports Afield ³	Oct.	500	77	122,098	33,978	88,120	176.24
Cosmopolitan	Oct.	2,500	46	244,899	62,926	181,973	72.79
Esquire ²	Oct.	700	N.A.	183,960	47,447	136,513	195.02
Road & Track	Oct.	700	111 (1984)	182,981	44,846	138,135	197.34
Car & Driver	Oct.	900	64 (1984)	173,686	42,570	131,116	145.68
		31,650		\$4,418,696	\$1,075,374	\$3,343,322 + \$11,152	
					Less CD	\$3,286,486 + \$10,963	

1 - Based on 48p rate

2 - Based on 36x rate

3 - Based on 24x rate

4 - Based on 60p (8pgs. multiple page per issues)

9/29/86

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